

Message Text

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PAGE 01 STOCKH 04895 050821Z

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AMEMBASSY HELSINKI

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UNCLAS STOCKHOLM 4895

FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: SCANBUILD III, EXHIBITION REPORT.

1. SCANBUILD III, U.S. BUILDING AND CONSTRUCTION
EQUIPMENT EXHIBITION.

2. U.S. TRADE CENTER FOR SCANDINAVIA, OCTOBER 28-31,
1974.

3. 27 (24 NTM, 3 OTM)

4. IMMEDIATE SALES: \$46,400; TWELVE MONTH PROJECTED
SALES: \$7,630,600. TOTAL SALES: \$7,707,000.

5. A) NTE-NTM EXHIBITOR SALES: \$46,400.

B) NTE-NTM TWELVE MONTH PROJECTED SALES: \$7,430,000.

C) OTM EXHIBITOR SALES: 0.

D) TOM EXHIBITOR PROJECTED SALES: \$230,600.

6. NUMBER OF EXHIBITORS SEEKING REPRESENTATION: 16.

7. NUMBER OF REPRESENTATIVES APPOINTED DURING
EXHIBITION: 7.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STOCKH 04895 050821Z

8. NUMBER OF REPRESENTATION AGREEMENTS UNDER NEGOTIATION AND EXPECTED TO BE SIGNED DURING NEXT TWELVE MONTHS: 28. NOTE: IN ADDITION ONE JOINT VENTURE AGREEMENT AND ONE LICENSING AGREEMENT ARE EXPECTED TO BE SIGNED WITHIN TWELVE MONTHS.

9. REGISTERED VISITORS TO THE EXHIBITION: 494.

10. SUCCESS STORIES:

A) WALTER STROHNBERG, SWINGLINE (OTM) WHO EXPECTS TO SELL \$30,000 IN THE NEXT TWELVE MONTHS IS IN THE PROCESS OF NEGOTIATING THREE REPRESENTATION CONTRACTS TO COVER SCANDINAVIA. HE COMMENTED: "WELL ORGANIZED SHOW WITH EFFICIENT ASSISTANCE BY THE ENTIRE STAFF". CLEARED FOR PUBLICATION.

B) JOSEPH DE AQUAR, REGIONAL MANAGER, AMERICAN STEEL EXPORT CO., NTM, REPORTED IMMEDIATE SALES OF \$10,000 AND PROJECTED SALES FOR THE YEAR AHEAD AT \$50,000, AND APPOINTED TWO REPRESENTATIVES COMMENTED: "THE QUANTITY OF VISITORS APPEARED LOW, BUT FOR US ALL THE ONES THAT CAME WERE DEFINITE PROSPECTS". CLEARED FOR PUBLICATION.

C) W R WALLING, SWAN MFG CORP., NTM, WHO SHOWED SWIMMING POOL EQUIPMENT, SIGNED THREE DISTRIBUTORS AND EXPECTS OVER \$50,000 IN BUSINESS DURING THE NEXT YEAR. MR. WALLING COMMENTED: "SHOW WELL PERFORMED BY ALL PERSONNEL. MOST PLEASED WITH COOPERATION, SERVICES AND RESULTS." CLEARED FOR PUBLICATION.

D) MR. MYRON R. SHANE, CONTROLLER, ENERGY ABSORPTION SYSTEMS INC., (NTE) REPORTED EXPECTED SALES OF \$50,000 AND THE OPENING OF NEGOTIATIONS FOR A LICENSE AGREEMENT AND A SEPARATE JOINT VENTURE AGREEMENT. HE COMMENTS: "THE PEOPLE WE HAD TO MEET WITH WERE GOTTEN TO THE EXHIBIT AND IT APPEARS THE RESULTS WILL BE GOOD."

E) DAVID S. MORSE, PRESIDENT OF SATELLITE INDUSTRIES INC. (NTM) WHO SHOWED CHEMICAL TOILETS EXPECTS TO SELL \$80,000 IN THE NEXT TWELVE MONTHS AND AT UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STOCKH 04895 050821Z

THE CLOSE OF THE EXHIBITION WAS NEGOTIATING WITH A REPRESENTATIVE. MORSE COMMENTED: "I CONSIDER THE SHOW SUCCESSFUL IN THAT I MET THE TYPES OF POTENTIAL REPRESENTATIVES. I WAS LOOKING FOR AND AS A BONUS OBTAINED SEVERAL LEADS IN THE GOVERNMENT AREA. THE ONLY REMAINING ISSUE IS TO SELECT AMONG THE ALTERNATIVES AND SIGN AN AGREEMENT.

11. SPECIAL NOTE: TWO FIRMS, MININOME AND CLARY
CORPORATION NEVER ATTENDED THE EXHIBITION
OR MANNED THEIR BOOTHS ALTHOUGH BOTH BOOTHS WERE
OF INTEREST TO VISITORS. ON 29 OCTOBER A LETTER
ARRIVED WITH REGRETS FROM CLARY AND THE MININOME
AGENT REPORTED HIS INABILITY TO ATTEND.
STRAUSZ-HUPE

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